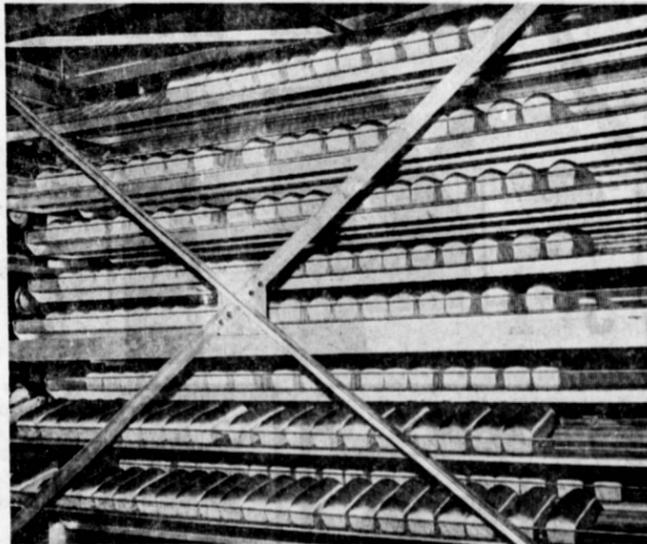


SOFT-WHIRLED BREAD BEGINS AS BREW

First process in making Soft-Whirled Wonder Bread begins in these stainless steel tanks where the broth—liquids and yeast—remain under temperature controlled conditions until the brew reaches an exact degree of flavor. Each vat contains enough broth to make 24,000 loaves of bread. Bud Jensen, general and efficient manager of the baking process at Continental Baking Company in Beverly Hills checks this tank for the benefit of Mary Wise who followed bread procedure from this beginning to finished product.



RIDE ON 'MERRY-GO-ROUND' COOLS BREAD

Finished Soft-Whirled Wonder Bread is lifted from baking pans automatically by suction before loaves go onto belt line which takes them through cooling process. After 55 minute ride through this endless chain of movement the bread travels on to slicing and wrapping machines. Continental Baking Company's complex in Beverly Hills is largest of their chain of 85 plants and serves California from San Luis Obispo south to San Juan Capistrano; west to Palm Springs. Trucks with capacity for 2000 loaves make distribution possible.

Boston's Fame Spread Round the Country

Baked beans for the famed Saturday night fare in Boston has become a custom in many parts of the country and any day in the week is suited for this food that is super-rich in vitamins and minerals.

Beans didn't begin with the Bostonians. The origin of the use of beans as a food is lost in antiquity. We do know that they were one of man's first cultivated crops.

The wild beans probably came into the ancient civilized world from the shores of the south Caspian Sea or North Africa. The ancient Egyptians of 2000 years before Christ considered beans the emblem of life.

Early explorers found beans grown by Indians from Canada to South America.

It is interesting to note that the jewelers "carat" owes its origin to a pea-like bean on the east coast of Africa. Known as the "carat" bean, it was used by the natives as their standard for weighing gold since these beans were always uniform in size and weight.

The practice passed along to India where the craftsmen who were without a standard, adopted the carat as a medium and applied it to the grading of all precious stones. But beans are used for things other than weighing your diamonds — eating, for instance!

FAVORITE BAKED BEANS
4 cups dry navy beans
1 small onion, chopped
1/4 lb. salt pork, diced
1/4 cup brown sugar or molasses
1/2 cup catsup
1 tsp. dry mustard
2 tsp. salt
1 tbs. Worcestershire sauce
1 cup boiling water
1/4 lb. salt pork, cut in strips

Cover navy beans with water. Bring slowly to boil or soak overnight. Drain. Cover with fresh water and simmer slowly.

When skins of beans start to burst, beans are sufficiently cooked. Drain and add onion, salt pork, sugar, catsup, mustard, salt, Worcestershire sauce and boiling water.

Place in greased casserole and top with salt pork strips. Bake, covered in very slow oven 6 to 8 hours. Uncover for last hour of

cooking. Add additional water or stock if beans become dry.

BOURBON BEANS
10 1/2 cups canned beans
1/2 cup bourbon
1/2 cup strong black coffee
2 1/2 cups canned sliced pineapple

Three to four hours before serving time, empty beans into bean pot or baking dish. Stir in bourbon and coffee and let stand, covered, at room temperature for 1 1/2 hours.

Remove cover and bake at 375 degrees for 1 1/2 hours. Top with pineapple rings cut in half and placed around edge of beans.

Slide dish in oven for another 15 minutes. Makes 12 servings.

BEAN SUPPER SALAD
1 can (1-lb.) kidney beans, drained
3/4 cup bottled oil and vinegar dressing
1/4 cup finely chopped onion
2 tbs. finely chopped green pepper
3 avocados
Lettuce

Combine all ingredients except avocados and lettuce. Marinate at least 30 minutes.

Cut avocados lengthwise into halves; remove seeds and skin. Arrange halves on lettuce-lined salad plates and fill with bean mixture.

MEDLEY SALAD
3 1/2 cups canned kidney beans, drained
1/2 cup diced celery
1 cup shredded cabbage
1/2 cup mayonnaise
2 tbs. lemon juice
1/4 tsp. Tabasco
1/4 tsp. monosodium glutamate
1/4 tsp. onion salt
Salt, pepper to taste
1/4 cup chopped sweet pickle
1 cup diced yellow cheese
Salad greens

Mix all ingredients except salad greens. Serve on bed of greens.

Taffy Pecan Sauce
Cook 1/2 cup molasses and 1 cup sugar to soft ball stage without stirring. Stir in 2 tablespoons lemon juice, 1/4 teaspoon grated lemon rind, 1/2 cup chopped pecans and 1/2 cup cream and serve over vanilla ice cream.



CHILDREN of all ages really go for crisp, salty pretzels when a party is on. Pretzels make inviting nibblers and double for dippers for spreads of great variety.

Bring Out Pretzels For a Teenage Party

When the teenage set invades your house with ukers and records in hand, get out the soft drinks, Rold Gold pretzels and packaged dips. This takes little effort but with it you'll have the makings of a casual fun-party. Teenagers, like small children and adults, really go for the crisp, salty pretzels that now stay fresher than ever in their new easy open-easy close bag.

This innovation in pretzel packaging, the result of extensive research and test marketing, provides added convenience for the homemaker.

Being introduced by Rold Gold Foods this week, the new reclosable bag allows you to remove the desired amount and then reseal the bag, again and again.

Simply lift the pressure sensitive tab and separate the cellophane bag with a gentle pull.

To reclose, fold over the top and press the label against the side. Casual or not, sometimes the hostess prefers to make her own dips. We suggest two today that produce a flavor

Chicken Time Is Any Time

Fried chicken time used to be spring or summer time, but only because young, tender birds were not grown during other seasons of the year. U.S. poultrymen have changed that.

Delicious broiler-fryers are available, in abundance, every week in the year. Of course, during the colder months, many housewives prefer to broil, roast, bake or casserole their chicken.

Few meats offer the menu variations possible with broiler-fryers.

If you haven't served hot fried chicken during the winter, surprise your family soon.

Golden, fresh birds are plentiful, and an excellent value this year.

One of man's oldest domesticated friends is the chicken. The fowl is believed to have migrated from the jungles of

India to most parts of the world.

When the ancient Romans were expanding their empire, they found the chicken had arrived before them in England, Gaul and Germany.

The prolific producer of eggs and meat has accompanied man wherever he has chosen to settle.

Perhaps as a result of this long-standing association, quality improvement of poultry is more advanced than most other forms of livestock now produced for our dinner tables.

Today's fresh broiler-fryers hardly resemble their scrawny jungle ancestors. Our 1964 models are plump, tender and flavorful — a tribute to the field of food technology.

Fresh Mushrooms

Fresh mushrooms, with only 66 calories to a pound, make dieting a pleasure. Equally good in casseroles, salads, appetizers and with vegetables, fresh mushrooms make good main dishes.

SO LEE SAY:
SAUCE AND THE SINGLE GIRL'S Soy Sauce great ingredient for single girl cooking for boy friend. Great for married pals too — but use more sparingly.



RECIPE OF WEEK!
SWEET SOUR PORK WITH PINEAPPLE
2 lbs. pork
1/2 cup soy sauce
1/2 cup brown sugar
1/2 cup vinegar
1/2 cup pineapple juice
1/2 cup ketchup
1/2 cup catsup
1/2 cup onion
1/2 cup garlic
1/2 cup ginger
1/2 cup sesame oil
1/2 cup cornstarch
1/2 cup water
1/2 cup salt
1/2 cup pepper
1/2 cup soybean oil
1/2 cup vegetable oil
1/2 cup sunflower oil
1/2 cup canola oil
1/2 cup olive oil
1/2 cup coconut oil
1/2 cup butter
1/2 cup margarine
1/2 cup lard
1/2 cup shortening
1/2 cup tallow
1/2 cup suet
1/2 cup ghee
1/2 cup schmaltz
1/2 cup duck fat
1/2 cup goose fat
1/2 cup beef tallow
1/2 cup pork tallow
1/2 cup chicken fat
1/2 cup turkey fat
1/2 cup fish oil
1/2 cup cod liver oil
1/2 cup salmon oil
1/2 cup sardine oil
1/2 cup anchovy oil
1/2 cup mackerel oil
1/2 cup herring oil
1/2 cup eel oil
1/2 cup shark liver oil
1/2 cup shark liver tallow
1/2 cup shark liver suet
1/2 cup shark liver shortening
1/2 cup shark liver lard
1/2 cup shark liver tallow
1/2 cup shark liver suet
1/2 cup shark liver shortening
1/2 cup shark liver lard

MAKE THE TRIPLE TEST
between WONDER and any other bread



SEE the difference | **FEEL** the difference | **TASTE** the difference

New WONDER "Soft Whirled" Has No Holes-Perfect Texture

Prove it to yourself. Serve your family the bread that has a difference you can see... a difference you can feel... and a difference you can taste. Wonder "Soft Whirled" has perfect texture—has no holes. And every slice has that famous flavor that has made Wonder a favorite all over the country. Get new Wonder "Soft Whirled" Bread today and make the triple test yourself.



more meat
Dr. Ross MEAT FLAVOR DOG FOOD
more flavors

NEW ROLD GOLD

RECLOSABLE PRETZEL BAG!

EASY TO OPEN

EASY TO CLOSE

KEEPS 'EM OVEN FRESH LONGER

ROLD GOLD FOODS, INC.